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Digestive Health Products Market Report by Ingredient (Prebiotics, Probiotics, Enzymes, and Others), Form (Capsules, Tablets, Powders, Liquid, and Others), Product (Dairy Products, Bakery Products and Cereals, Non-Alcoholic Beverages, and Others), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global digestive health products market size reached US$ 49.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 90.8 Billion by 2032, exhibiting a growth rate (CAGR) of 6.9% during 2024-2032. The rising prevalence of gastrointestinal diseases, along with the increasing consumer health consciousness, is primarily bolstering the market.

Digestive Health Products Market Analysis:

Major Market Drivers: The rising incidences of lifestyle disorders, owing to sedentary lifestyles and unhealthy dietary habits, are among the key drivers propelling the market. Additionally, the increasing use of prebiotics, probiotics, and other enzymes in daily diets, as they aid in minimizing the development of harmful bacteria in the gut and enhance immunity by improving intestinal health, is also acting as another significant growth-inducing factor.

Key Market Trends: Continuous product innovations, such as the development of non-alcoholic digestive health products in a wide variety of flavors, are

stimulating the global market. Besides this, they act as a healthy alternative to their alcoholic counterparts and are known to alleviate anxiety and stress while enhancing digestive health, which is positively influencing the market.

Competitive Landscape: Some of the prominent companies in the global market include Abbott Laboratories, Arla Foods, Biogaia AB, Cargill Incorporated, Chr. Hansen Holding A/S, Deerland Probiotics & Enzymes Inc., General Mills Inc., Lallemand Inc., Mondelez International Inc., Nestl? S.A., Pepsico Inc., and Yakult Honsha Co. Ltd., among many others.

Geographical Trends: The shifting consumer preferences for natural and probiotic-based supplements are catalyzing the market in North America. Moreover, advancements in product formulations across the Asia Pacific are also bolstering the market. Apart from this, the expanding distribution channels are strengthening the market in Europe. Furthermore, the elevating awareness among individuals towards digestive disorders will continue to fuel the market across Latin America in the coming years.

Challenges and Opportunities: One of the primary challenges hindering the market is the concern over ensuring product efficacy, on account of the varying regional standards. However, the widespread focus of key players on transparent labeling is anticipated to fuel the market over the forecasted period.

Digestive Health Products Market Trends:

Increasing Focus on Gut Health

The increasing awareness among consumers about digestive health is stimulating the market. Moreover, with research linking gut health to overall wellness, including immune function and mental health, they are becoming more proactive in seeking items that promote a healthy digestive system. For example, in March 2024, Morinaga Milk unveiled new Foods with Function Claims (FFCs) that target the major health concerns of individuals in Japan and meet the escalating demand for multifunctional products, thereby emphasizing on gut health. Besides this, probiotic-rich foods like kefir and yogurt have become household staples, which are also bolstering the market. For instance, in September 2023, packaging specialists SIG collaborated with nanotechnology experts AnaBio to launch the long-life probiotic yogurt within shelf-stable aseptic packaging. Additionally, in October 2023, Biotful Gut Health announced a novel range of Oat Kefir yogurts made with fruit, gluten-free oats, and various live vegan cultures. Apart from this, companies are further introducing educational campaigns to inform consumers about the benefits of maintaining a balanced gut microbiome, which is expected to fuel the digestive health products market growth over the foreseeable future. For instance, in May 2024, Friso, one of the leading nutrition formula milk brands, developed its latest campaign aimed at promoting gut health in children.

Various Product Launches

As individuals are looking for natural ways to improve their digestive health, the usage of probiotics and prebiotics is continuously rising. For instance, in April 2024, using machine learning and artificial intelligence, Seed Health introduced a new CODA platform that targets the discovery and development of next-generation precision probiotics and microbiome-directed interventions. Moreover, in March 2024, Pendulum Therapeutics, one of the biotech companies pioneering the next frontier of metabolic health through its microbiome-targeted products, launched a GLP-1 Probiotic that is an effective, powerful, and science-backed tool to help naturally boost GLP-1 production and naturally help maintain a healthy weight. Besides this, the inflating popularity of functional drinks is also acting as another significant growth-inducing factor. For example, in January 2024, Brew Dr. unveiled Sipjoy at Sprouts Farmers, flavored with organic ingredients. It also contains 5g of organic cane sugar, gut-friendly probiotics, and no artificial sweeteners, thereby delivering an enjoyable, clean, and guilt-free refreshment.

Rising Demand for Natural Supplements

The elevating focus on simplicity and transparency is elevating the demand for digestive health products made with minimally processed and natural ingredients. For example, in August 2023, a health and wellness company, Herbalife Nutrition, launched the Herbalife V line that features kosher, certified organic, and non-GMO verified products, including two protein shake offerings and a variety of dietary supplements designed to improve gut and immune health. Similarly, in October 2023, Brightseed announced that its first bioactive-containing ingredient, Brightseed Bio Gut Fiber, was Upcycled Certified. Apart from this, individuals are increasingly adopting labels and products with recognizable as well as plant-based components. For instance, in March 2024, Garden of Life, a Nestl? Health Science brand and prominent player in supplements made from traceable, clean, and non-GMO ingredients, developed sports nutrition products that are made to deliver clean and clinically studied performance support to individuals.

Global Digestive Health Products Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with the forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on the ingredient, form, product, and distribution channel.

Breakup by Ingredient:

- Prebiotics
- Probiotics
- Enzymes
- Others

The report has provided a detailed breakup and analysis of the market based on the ingredient. This includes prebiotics, probiotics, enzymes, and others.

The prebiotics segment features products enriched with inulin and fructooligosaccharides (FOS), widely used for their ability to promote beneficial gut bacteria. For instance, in June 2024, Chong Kun Dang Healthcare (CKDHC) launched a probiotic formula that supports the body's production of the appetite hormone. In the probiotics category, recent product launches include advanced formulations of Lactobacillus and Bifidobacterium strains in various forms, such as yogurts, kefirs, and dietary supplements. On the other hand, enzymes offer enhanced amylase, protease, and lipase blends designed to improve digestive efficiency.

Breakup by Form:

- Capsules
- Tablets
- Powders

Liquid

Others

The report has provided a detailed breakup and analysis of the market based on the form. This includes capsules, tablets, powders, liquid, and others.

Capsules designed for ease of consumption and precise dosing are often favored for their convenience and portability. For example, in May 2024, Bio-K Plus introduced shelf-stable, multi-benefit, vegan, and gluten-free probiotic capsules catering to consumers' specific needs. This innovative line of specialized wellness features Bio-K+'s proprietary strains and scientifically supported extra ingredients for women's health. Tablets are similarly popular, offering a solid form that ensures the controlled release of digestive health ingredients. On the other hand, powders represent a versatile option, thereby allowing consumers to mix them with beverages or food for personalized intake, and they often include prebiotics and probiotics. Liquid is gaining traction for its fast absorption and ease of use, which is particularly in products like probiotic drinks and enzyme solutions. This, in turn, is contributing to the digestive health products market share.

Breakup by Product:

Dairy Products

Bakery Products and Cereals

Non-Alcoholic Beverages

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes dairy products, bakery products and cereals, non-alcoholic beverages, and others.

Dairy products, such as yogurt and kefir, are widely used owing to their rich probiotic content and widespread consumer acceptance. For example, in January 2024, Nuchev launched its first bovine product for older children and adults aimed at enhancing their digestion and immunity. The bakery products and cereals segment include biscuits, fortified breads, and breakfast cereals infused with prebiotics and probiotics to enhance digestive health. Non-alcoholic beverages, comprising probiotic drinks, kombucha, and fortified juices, are rapidly growing in popularity due to their convenient consumption and health benefits. This, in turn, is positively influencing the digestive health products market outlook. Additionally, other products, such as dietary supplements, snack bars, infant formula, etc., are specifically formulated to support digestive health, catering to the increasing consumer demand for functional foods and beverages that promote gut wellness.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Online Stores
- Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, pharmacies, online stores, and others.

Supermarkets and hypermarkets represent a significant portion of the market, offering a wide range of digestive health products in a convenient, one-stop shopping environment. On the other hand, pharmacies are trusted outlets for digestive health products, particularly supplements and medications, due to the professional advice and assurance of quality they provide. The rise of online stores has transformed the market, providing consumers with easy access to a vast array of products, detailed information, and the convenience of home delivery. Additionally, other distribution channels, such as specialty health stores and direct sales, cater to niche markets and offer personalized shopping experiences, further diversifying the ways consumers can access digestive health products.

Breakup by Region:

- North America

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United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

The rising consumer inclination towards functional foods is primarily bolstering the market in North America. Additionally, key players are adopting several strategies, such as the expansion of product portfolios and collaborations, to gain a competitive edge. For instance, in November 2020, Kerry acquired Bio-K Plus, one of the manufacturers of probiotic supplements and beverages in Canada, to strengthen its leadership position in the growing probiotics segment. Besides this, the easy availability of digestive health products via e-commerce platforms in countries across the Asia Pacific is also acting as another significant growth-inducing factor. For example, online retailers, such as Amazon, Flipkart, and Nutrabay, have made it easier for individuals to access a wide range of items. Moreover, regulations by the European Commission and EPA regarding the consumption of naturally derived ingredients are expected to propel the regional market over the forecasted period.

Competitive Landscape:

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major digestive health products market companies have also been provided. Some of the key players in the market include:

Abbott Laboratories

Arla Foods

Biogaia AB

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- Cargill Incorporated
- Chr. Hansen Holding A/S
- Deerland Probiotics & Enzymes Inc.
- General Mills Inc.
- Lallemand Inc.
- Mondelez International Inc.
- Nestl? S.A.
- Pepsico Inc.
- Yakult Honsha Co. Ltd.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Digestive Health Products Market Recent Developments:

- June 2024: Chong Kun Dang Healthcare (CKDHC) launched a probiotic formula that supports the body's production of the appetite hormone.
- May 2024: Bio-K Plus introduced digestive health products, including shelf-stable, vegan, and gluten-free probiotic capsules catering to consumers' specific needs.
- April 2024: Seed Health developed a new CODA platform that targets the discovery of next-generation precision probiotics and microbiome-directed interventions.

Key Questions Answered in This Report

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How has the global digestive health products market performed so far, and how will it perform in the coming years?

What has been the impact of COVID-19 on the global digestive health products market?

What are the key regional markets?

What is the breakup of the market based on the ingredient?

What is the breakup of the market based on the form?

What is the breakup of the market based on the product?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global digestive health products market, and who are the key players?

What is the degree of competition in the industry?

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